



*Population
Research Laboratory*



Department of Sociology
The University of Alberta
Edmonton, Alberta, Canada
T6G 2H4

90-05128/

Edmonton Area Series Report No. 20

SELECTED FINDINGS FROM THE
1981 EDMONTON AREA STUDY

by

Clifford Kinzel

Department of Sociology
The University of Alberta
Edmonton, Alberta

The 1981 Edmonton Area Study was administered and supported by the Population Research Laboratory and the Department of Sociology at The University of Alberta. This year's study was directed by L.W. Kennedy. In close cooperation with Dr. L.W. Kennedy, Raymond Currie of the Department of Sociology, University of Manitoba conducted a 1981 Winnipeg Area Study.

August 1981



Introduction

This paper describes the sampling design and data collection method of the 1981 Edmonton Area Study. Some preliminary findings are also presented.

In close cooperation with L.W. Kennedy, Raymond Currie of the Department of Sociology, University of Manitoba simultaneously conducted a Winnipeg Area Study modelled after the 1981 Edmonton Area Study. Both studies used the same sampling design, questionnaire, data collection method, coding procedures and data screening techniques. A description of the Winnipeg Area Study will be forthcoming in another report.

The Topic

For the fifth annual Edmonton Area Study "Rural-Urban Migration" was chosen as the special topic. Questions asked related to the respondent's residential history, factors considered in choosing the city and present residence as a place to live, present views of the city and future residential plans.

As in the past faculty members and outside agencies submitted a variety of questions to make up the composite amalgam questionnaire. In addition, the questionnaire contained a number of replicated questions from previous EAS studies.

Sampling Design

Population

The 1981 Edmonton Area Study population universe was designated as all dwelling units that were enumerated during the City of Edmonton's annual civic census in the spring of 1980.

Sampling

As in the previous two studies the Edmonton Area Study used as its sampling frame a computerized list of addresses compiled by the City of Edmonton from their most recent enumeration (1980). From the computer tape a simple random sample of 534 addresses for personal interviewing was selected. Nursing homes and temporary residences were deleted from the sample. The household was the primary sampling unit.

Within the household one eligible person was selected as the respondent for the one hour interview. A person was eligible to be the respondent if the dwelling was his usual place of residence and he was 18 years of age and older.

Interviewers were instructed with their allotment of interviews to try to obtain an equal number of male and female respondents. As adult males are generally more difficult to contact set guideline selection procedures were given to the interviewers to assist them in obtaining their quotas.

Data Collection

A total of 29 interviewers were hired and trained to conduct the interviewing which began in the second week of February (1981). In the week prior to interviewing an introductory letter was sent to each

selected address. It briefly described the nature of the study and advised the householder of his selection indicating that he should expect a visit from an interviewer in the near future.

All initial contacts were face to face. Thirty-nine percent of the interviews were conducted on the first visit. If unsuccessful in establishing contact, interviewers were to make four call back attempts. By the fourth call back, 99% of the interviews were obtained. In other words, of the total sample of 400 only 4 interviews were obtained with more than 4 call backs.

Data collection took seven weeks with 70% of the interviewing being completed during the first two weeks. Twelve addresses were found to be vacant or were demolished buildings. Only these addresses were replaced by another random selection. No other replacements were made.

The completed interviews were selectively and randomly verified through a series of checks which involved re-contacting respondents by telephone. No significant discrepancies or irregularities were found with the interviewing.

The final sample size was 400 giving a 75% response rate.

Selected Findings

Demographic Profile

Of the respondents 51.5% were female and 48.5% male. The median age of the respondents was 35 years. Twenty two percent of the respondents were single while 65% were married or living in a common-law relationship and 13% were either divorced, separated or widowed.

Table 1
Academic Schooling
for the 1981 EAS Sample

Level of Schooling*	% of Sample
No schooling	1.2
Elementary	6.2
Junior High	9.0
High School	43.2
University	40.1
TOTAL	99.7**

*Each category contains those with some education at that level or education complete to that level.

**Rounding error accounts for the remaining 0.3%

With respect to religion, 51% were Protestant; 31% were Roman Catholic, Ukrainian Catholic, or Greek Orthodox; 4% were other while 14% claimed no religion.

Forty nine percent considered their ethnic identity to be Canadian, 16% of British origin, 7% Ukrainian, 5% German, 3% French, and 20% other.

Eighty seven percent of the respondents were able and willing to provide their gross household income. The median 1980 household income in Edmonton was in the \$25,000 - \$25,999 range.

Sixty one percent of the sample lived in a single family home, 17% in multiple family walk up, 7% in a multiple family apartment with elevator, 10% in row housing, 5% in semi-detached and duplex housing. Mobility appears to be down slightly from last year with 21% (1980 25%)

living in their current residence less than one year and 37% (1980 37%) less than 2 years. Forty one percent (1980 39%) had resided in their present residence for 5 or more years.

The sample and census distribution for size of household and age of respondents are shown in Tables 2 and 3. The congruence between the sample and census distributions indicates that the sample adequately represents the Edmonton population.

Table 2
Household Size Distributions for the 1981 EAS Sample
and for the 1976 Census of Canada for Edmonton

Household Size	1976 Census of Canada for Edmonton* %	Edmonton Area Study %
1	20.6	17.5
2	29.3	32.2
3	17.2	19.0
4	16.8	17.7
5	9.4	7.2
6	4.4	3.7
7 ⁺	2.3	2.4
Total	100.0	99.7 ⁺

Index of Dissimilarity 5.9

*Source: Statistics Canada, 1976 Census of Canada, 93-805 (Bulletin 3.6): 19-27

⁺Rounding error accounts for the remaining 0.3%

Table 3
Age Distributions for the 1981 EAS Sample and for the
1976 Census of Canada for Edmonton

Age Group	1976 Census of Canada for Edmonton* %	Edmonton Area Study %
20-29	33.8	32.5
30-39	20.8	23.4
40-49	17.2	15.1
50-59	13.3	11.9
60-69	8.4	10.6
70+	6.5	6.5
Total	100.0	100.0
Index of Dissimilarity 4.8		

*Source: Statistics Canada, 1976 Census of Canada, 92-823 (Bulletin 2.4): 16-1, 16-2.

Subjective Quality of Life

Table 4 compares levels of satisfaction and dissatisfaction for the 1977 and 1980 surveys. As in 1977 the distributions are still typically skewed towards the satisfied end of the scale in 1981. That is, Edmontonians continue to say that they are relatively satisfied with these different aspects of their lives.

Most notable changes in satisfaction levels between 1977 and 1981 concern Health, Neighbourhood, Hobbies (non-working activities) and Housing. In summing the scale values 5, 6, and 7 for satisfaction Health shows the largest increase (6%), while Neighbourhood and Hobbies show

the largest decreases (6%). Related to this decrease in satisfaction is Hobbies showing the largest increase in dissatisfaction (7%).

Of all the measures Housing shows the greatest tendency of neutral (neither satisfied nor dissatisfied) responses in 1977 to move toward a more polarized expression of satisfaction-dissatisfaction. Satisfaction is up 3% while dissatisfaction is up 4%. This change may indicate an increasing awareness and concern amongst Edmontonians toward their housing.

With respect to personal financial situation compared to a year ago 50% of the respondents felt that they were better off now while 10% felt they were worse off now. These percentages have been essentially the same for the past three studies. Anticipation for next year remained optimistic with 52% expecting financial betterment and 7% anticipating financial decline.

TABLE 4
Comparison of 1977 and 1981 Satisfaction Measures

Area of Life		Very Dissatisfied				Very Satisfied			n
		1	2	3	4	5	6	7	
Economic		(Percentages)							
Standard of Living	1977	1	1	4	11	24	36	24	339
	1981	1	1	4	12	22	30	32	399
Job	1977	2	3	1	11	25	32	25	211
	1981	2	1	3	11	17	31	35	255
Housing	1977	1	2	5	17	20	32	23	339
	1981	2	2	8	11	19	24	35	399
Health	1977	1	2	7	13	20	30	28	340
	1981	1	2	6	8	17	32	35	400
Neighbourhood	1977	0	1	4	8	22	39	26	339
	1981	2	2	3	12	18	27	36	399
Family Life	1977	2	3	3	5	15	37	36	324
	1981	1	1	3	9	11	31	44	396
Friendships	1977	1	2	3	5	18	44	28	340
	1981	1	2	2	9	20	34	33	399
Leisure Time Available	1977	4	6	10	19	18	25	19	339
	1981	5	6	11	19	21	20	18	395
Hobbies	1977	0	3	2	16	25	36	18	332
	1981	2	4	6	15	20	28	25	393

Other Findings

1. Some findings from the special topic section on rural-urban migration revealed that 62% of the sample were born outside of Alberta. Of those respondents coming to Edmonton 34% came from another province while 16% came from outside of Canada. 7% of the sample have been in the city one year or less. 13% have always lived in Edmonton. 8% have made a decision to move from the city within the next 2 years. The primary reason for moving to Edmonton was job opportunity (37%). 29% of persons in the sample who have come to Edmonton from elsewhere had a job arranged before they came. Of those who didn't have a job and were interested in obtaining one 66% found a job within 3 months.
2. 19% of the male respondents and 9% of the female respondents did not visit a doctor during the past year. Last year the percentages were 22% and 9% respectively.
3. 85% drink alcoholic beverages at least occasionally. 40% use tobacco.
4. Respondents were asked whether they felt crime in their neighbourhood, city and country had increased, remained the same, or decreased within the last two years. In comparison to Winnipeggers a greater percentage of Edmontonians at each level felt that crime had increased.

	<u>Edmonton</u>	<u>Winnipeg</u>
Neighbourhood	50.3%	37.8%
City	91.1%	86.1%
Country	84.1%	76.5%

Conclusion

The purpose of this report was to give an overview of the 1981 Edmonton Area Study with details of its sampling design and some preliminary findings. As mentioned the Edmonton Area Study was done in conjunction with the Winnipeg Area Study. Comparative findings from the data sets should prove most interesting as it is not often there is the opportunity to analyze data from two similar-sized Western Canadian cities which differ in some important economic and social aspects. Subsequent papers from this report series will enlighten us more about these two cities and give us a firm basis from which to plan future studies.

EDMONTON AREA SERIES

NO.

1. Quality of Life in Edmonton: Initial Findings from the 1977 Edmonton Area Study (80-1829)
Leslie W. Kennedy, Herbert C. Northcott and Cliff Kinzel. June 1977.
2. Public Opinion and the Swine 'Flu Immunization Program (80-1830)
Herbert C. Northcott. September 1977.
3. Environmental Opportunity and Social Contact: A True or Spurious Relationship?
Leslie W. Kennedy. October 1977.
4. Attitudes Toward Crime and Law Enforcement: A Comparison of Canadian and American Data (80-1831)
James H. Creechan, Timothy F. Hartnagel, Robert A. Silverman.
January 1978.
5. The Perception and Fear of Crime: Implications for Neighbourhood Cohesion, Social Activity and Community Affect (80-1832)
Timothy F. Hartnagel. February 1978.
6. A Discriminant Analysis of the Social Status and Orientation Characteristics of Kin, Friend and Neighbour Social Networks. (80-1833)
Lyle E. Larson, Brenda Munro, Gordon Munro. July 1978.
7. Initial Findings from the 1978 Edmonton Area Study (80-1834)
Leslie W. Kennedy, Clifford Kinzel, Herbert C. Northcott. July 1978.
- *8. The Relative Importance of Work as a Factor in Life Satisfaction (80-1487)
Terrence H. White. November 1978.
9. Life Situation, Life Style, and Psychophysiological Health: Objective and Subjective Dimensions (80-1835)
Herbert C. Northcott. February 1979.
10. The Nature of the Canadian Television Audience - A Case Study (80-1488)
Nicholas G. Petryszak. October 1979.
11. Canada and the United States: A Comparison of Selected Attitudes Concerning Social Control and Individual Liberties (80-1489)
Edward G. Grabb. November 1979.
12. Women, Work and Health (80-1490)
Herbert C. Northcott. November 1979.
13. Social Interaction and the Desire to Move (80-1491)
Leslie W. Kennedy. November 1979.
14. Selected Findings from the 1980 Edmonton Area Study
Herbert C. Northcott and Cliff Kinzel. July 1980.

15. Extended Family Support and the High Cost of Housing
L.W. Kennedy and Dennis W. Stokes. September 1980.
16. Government Influence, Media Influence, and Quitting Smoking
Herbert C. Northcott and George Jarvis. December 1980.
17. Social Relations in Changing Communities: A New Test of Old Theories
L.W. Kennedy and D.W. Stokes. January 1981.
18. Women, Work, Health, & Happiness
Herbert C. Northcott. February 1981.
19. Determinants of Reported Seatbelt Use: Traditional Masculinity, Age, Marital Status, and Alcohol Consumption
W. Andrew Harrell. April 1981.

* Out of Print